



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

MARKET SURVEY NOTICE

OBJECT	Phase one: strategic analysis, benchmarking and development of the research platforms and infrastructures of the University of Milan-Bicocca. Phase two (possible, based on the results of phase one): definition of a business and marketing plan.
Concerned Structure	Research and Third Mission Area
Director	Dr. Giuseppe Sinicropi – Head of the Research and Third Mission Area
Procedure adopted	Direct assignment pursuant to art. 1, c.2, lett. a), law 120/20
R.U.P.- Unique Responsible for the Procedure	Dr. Giuseppe Sinicropi – Head of the Research and Third Mission Area
UOR – Responsible Operating Unit	Research and Third Mission Area – Research Contracts and Projects Management Sector
Contact person	Dr. Federico Granata – tel. +390264486544 federico.granata@unimib.it

It is noted that it is intention of the University of Milano - Bicocca, in compliance with the principles of impartiality, equal treatment and transparency, as well as the general principles set out in art. 30 of d. lgs. 50/2016, to acquire expressions of interest from economic operators in the sector for the award of a service contract. This service contract consists of the strategic analysis, benchmarking and development of the research platforms and infrastructures of the University of Milano - Bicocca, Project 2020-CONT-0405.

CONTRACTING AUTHORITY

University of Milano - Bicocca, Ateneo Nuovo Square 1, 20126 Milano (Italy).

TYPE OF PROCEDURE

Direct assignment pursuant to art. 1, c. 2 lett. a), Law 120/20, as amended by art. 51 of the Law Decree 31 May 2021, n. 77, paragraph 1, letter a), number 2), 2.11 ("*direct assignment, even without consulting several economic operators, without prejudice to compliance with the principles referred to in Article 30 of the Code of public contracts referred to in Legislative Decree 18 April 2016, no. 50*").

DURATION OF THE CONTRACT

This contract has a duration of 9 (nine) months from the date of the last signature.

GENERAL OBJECTIVE, SPECIFIC OBJECTIVES AND EXPECTED OUTPUT

General objective of the service relating to Phase one: strategic analysis, benchmarking and development of 12 research platforms and infrastructures of the University of Milano-Bicocca, whose activities and fields of investigation are described in the attached technical data sheet, aimed at providing services with external parties. A possible activity is also envisaged, reserved for the platforms that emerge as the most promising from Phase one of the analysis, consisting in the definition of a business and marketing plan in order to draw up a list of

potential customers.

The specific objectives and expected outputs of the service are:

- **Review of the state of the art and benchmark analysis for the identified platforms**
- **Definition of the market demand**
- Support to platforms in the **production of online and offline promotional material** and **training for the referents** of the platforms on commercial strategy topics
- development of a **marketing plan** and support for the development of a **communication plan** common to the various platforms
- Possible activity (Phase two): for the platforms that emerge as the most promising from Phase one of the analysis, support will be provided to the contact persons for the definition of a business and marketing plan in order to draw up a list of potential customers with which to activate services

PROCESSING TIMES AND VERIFICATION METHOD

All activities must be completed within nine months.

The following moments are foreseen to verify the progress of the work and the results of the study:

- 1) Kick-off meeting - sharing of objectives and material relevant to the execution of the required activities (within two months from the starting date of the contract);
- 2) first check of the work progress for Phase one - (within three months from the starting date of the contract);
- 3) presentation of the Phase one report (within five months from the starting date of the contract);
- 4) presentation of the final report (possible, on the basis of the actual implementation of Phase two – at the end of the contract).

METHOD OF SUBMITTING THE TECHNICAL-ECONOMIC OFFER and AWARD CRITERIA

Price will not be the only element of evaluation.

For the purposes of evaluating the technical-economic offer, to be carried out taking into account the provisions of the *Technical data sheet – platforms and research infrastructures*, which is an integral part of this notice, the following criteria will be taken into account:

- total price offered, detailed for specific objectives;
- adequacy of the method of analysis and of the proposed implementation plan;
- previous experience, also at an international level;
- CVs of team members.

Therefore, a technical-economic offer is requested containing:

- total price offered (downward from the starting price);
- technical sheet for the development of objectives and expected output;
- description of previous experience, including a support list or bibliography on similar works previously carried out;
- composition of the team, including the CVs of the team members.

ESTIMATED VALUE OF THE CONTRACT

The starting price of the auction is € **70,000.00** (excluding VAT) for Phase one, and € **25,000.00** (excluding VAT) for the possible Phase two.

ADMITTED SUBJECTS

The subjects referred to in Article 45 of Legislative Decree 50/2016 can participate in the procedure.

MINIMUM REQUIREMENTS FOR PARTICIPATION

Participants in the procedure must have the following minimum requirements:

- absence of reasons for exclusion, pursuant to art. 80 of Legislative Decree 50/2016;
- professional suitability, pursuant to art. 83, c. 3 of the Legislative Decree. 50/2016 (registration in the register of the chamber of commerce, industry, crafts and agriculture or in the register of the provincial commissions for crafts, or with the competent professional associations);
- economic and financial capacity requirements pursuant to Article 83 paragraph 1 letter b) of Legislative Decree 50/2016: having achieved in the last three financial years a total turnover (three years) equal to at least the value of the auction base;
- technical and professional skills pursuant to art. 83, c. 1, lett. c) have documented experience at least three years, in the last 10 years, in the field of business consultancy and/or other administrative-management consultancy and business planning or similar.

METHOD AND TRANSMISSION OF THE EXPRESSION OF INTEREST

The expression of interest must be drawn up in accordance with **Annex A** to this notice “*Facsimile of expression of interest*” **together with a technical-economic offer, containing the above.**

Everything must be duly signed by the legal representative, or other person with suitable powers, accompanied by a copy of an identity document and sent to the following certified email address: ateneo.bicocca@pec.unimib.it and in cc at the address: ricerca@unimib.it **within the thirtieth day starting from the day following the publication of this notice.**

This survey is purely exploratory of the market and does not in any way bind the University of Milan-Bicocca to make any selection of the contractor.
Any award will take place subject to the approval of the competent University bodies.

For any information please contact:

UOR – Responsible Operating Unit	Research and Third Mission Area – Research Contracts and Projects Management Sector
Contact person	Dr. Federico Granata – tel. +390264486544 federico.granata@unimib.it

The R.U.P.- Unique Responsible for the Procedure
Head of the Research and Third Mission Area
Dr. Giuseppe Sinicropi
[digitally signed pursuant to art. 24 Legislative Decree 82/05]

Attachments:

A) *Facsimile of expression of interest*

Documentation relating to the procedure:

- Technical data sheet – platforms and research infrastructures